C1750-1

Broadcasting May 6

Reaching over 117,000 readers every week 60th Year 1991

TOP OF THE WEEK / 19
Exclusive accounting of three-network revenues and profits ■ Will they cut back to 15 hours? ■ He's Paramount's Tartikoff now

TELEVISION / 30
CBS plans aggressive summer programing to compete with Fox, others

RADIO / 33
Major groups support FCC's review of duopoly rules, ownership caps

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Television, Bochco style /Page 25

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THIS WEEK

19 / NETWORK VITAL SIGNS

In 1990, the overall profit margins for the broadcasting segments of Capital Cities/ABC, CBS and NBC matched the past decade's average margin of 12%, but that stability masks a divergence between the healthier and now larger television station groups and the struggling TV network operations.

20 / FIN-SYN LOOPHOLE

The three major commercial broadcast networks have often been derisively referred to as dinosaurs in a new media age. Thanks to the new financial interest and syndication rules passed by the FCC last week, those dinosaurs could become extinct by reconfiguring themselves as nonnetworks.

22 / TARTIKOFF GOES TO PARAMOUNT

After 14 years with NBC, Brandon Tartikoff, chairman of NBC's Entertainment Group, is appointed chairman of Paramount Pictures. He will oversee all Paramount's motion picture and television activities. He officially begins at Paramount on July 1.

23 / BROADER REACH

Fox Broadcasting's Fox Net will premiere in June before one million cable subscribers on systems that do not have access to local Fox Broadcast affiliates. Fox benefits not only by reaching more homes, but operators will attempt to put Fox Net on their V band.

Steven Bochco: Life after 'Cop Rock' (page 25)

23 / CALIFORNIA NEWS CHANNEL

Cox Enterprises is pitching a proposal for a statewide news channel in California. The plan envisions a 30-minute news wheel, a format similar to Headline News. Each half hour would include a short public affairs segment, and each evening in prime time there would be a more detailed public affairs show. The first step for Cox is to gain the distribution support of 60%-70% of the state's operators.

24 / CLOUDY FUTURE

State funding shortfalls may jeopardize the continued competitiveness, and in some cases the continued existence, of some noncommercial television and radio stations in Tennessee and North Carolina.

25 / THE BOCHCO TOUCH

In this exclusive interview, BROADCASTING talks to Steven Bochco about his goals for Steven Bochco Productions, the process of producing programs for network television and "narrowing the gap" between life and how the medium portrays it.

29 / MTM BOUNCES BACK

Over the last few years, MTM's reputation as a place that nurtured its creative talent first and tended to its bottom line second was tarnished by an absence of hits. There were suggestions that MTM's creative and fiscal priorities had changed places. Now, however, company officials say recent successes in the network and syndication divisions are helping to improve the company's fiscal standing and maintain some of the traditional quality of product.

30 / NO SUMMER VACATION FOR CBS

A new Norman Lear situation comedy will be among the 45-50 hours of new or classic programing CBS has scheduled this summer as part of its effort to develop new product for its regular season.

31 / MOVING FORWARD

ITC Entertainment Group is gearing up its syndication unit with the development of a new weekly reality-based strip for 1992-93 while also slating the release of three new movie packages and several specials for next season.

33 / CAPS OFF

If the FCC acts as expected and launches a rulemaking to review multiple ownership and duopoly rules, a broad spectrum of the radio industry will be pleased. While only a handful of groups at present own a full complement of either AM's or FM's as allowed under the 12-12 rule, if the

commission moves to either raise the limit or do away with ownership caps altogether, a number of companies might add to their current holdings. These broadcasters insist that lifting ownership limits would not keep stations from public service-minded licensees and claim that relaxing the rules would strengthen the industry by allowing established broadcasters to improve their respective commitments to radio—and the public it serves.

35 / RAB REPORT CARD

The Radio Advertising Bureau has undergone changes over the last two years, ones designed to streamline and modernize the agency. In the midst of RAB's search for a new leader, BROADCASTING polled a variety of radio operators to get a sense of what they want from their sales organization and what they think the RAB is doing right or wrong.

38 / 'BAD FOR CABLE'

Comcast President Brian Roberts said his company is against the prospect of the Philadelphia 76'ers signing a cable-only rights deal in its next contract. It would, he said, be "bad business and bad policy"—not to mention that it is likely cable operators, and then the public, would pay more if 76'ers games are only on cable.

41 / SYNDICATION UPFRONT: READY, SET, WAIT?

Sellers of ad time for syndicated programing may find themselves waiting for the networks to finish up

Brandon Tartikoff moves to Paramount (page 22)

before advertisers start thinking about barter syndication. Normally, syndication upfront moves before networks. "It is an incredibly volatile time for everybody," said one major syndication programing executive, adding that "with the networks looking at smaller budgets, syndication shows that are not on top will have considerably less demand, and even the top performing shows will feel pressure."

42 / SURVEY SAYS BIG 3 IMPORTANT TO CABLE SUBSCRIBERS

According to a survey conducted by The Roper Ogranizaton and released by the Network Television Association and the National Association of Broadcasters, two-thirds of all cable subscribers would probably cancel their subscriptions to cable if their local operators did not carry ABC, CBS and NBC; 84% of all cable subscribers think the cost of their subscriptions should be cut by almost half if such a move were made.

(page 51)

48 / TELCO ENTRY BILL PROPOSED

Republican Senator Conrad Burns of Montana is expected to reintroduce a telco entry bill that would initially enable phone companies to deliver a video dial tone service and later, with FCC certification, to package and produce programing. The measure is similar to one Burns tried to move through the Commerce Committee last year.

51 / THE INVISIBLE TRAFFIC JAM

DAB, PCS, high-definition television and other new technologies promise to radically change the face of communications in coming years. But some services may not reach consumers if more efficient ways to use today's jammed air waves are not found. Representatives from the FCC, National Telecommunications and Information Administration and the broadcasting and telephone industries discussed new approaches to spectrum management during a Washington conference last week.

HDTV LAND MOBILE
Spectrum

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TOP OF THE WEEK

BROADCASTING'S EXCLUSIVE "BIG THREE" FINANCIAL BREAKDOWN

	Revenue ($M)	% chg from '89	Profit ($M)	% chg from '89
ABC				
Radio Networks	$134,000	5%	$32,000	3%
Radio Stations	$176,000	1%	$44,000	-8%
TV Network	$2,606,000	8%	$239,500	6%
Owned TV's	$822,000	5%	$413,000	2%
Video Enterprises	$545,600	42%	$102,000	-16%
Total Broadcast	$4,283,600	10%	$830,500	-1%
CBS				
Radio Networks	$60,000	5%	$2,000	-50%
Radio Stations	$189,600	10%	$35,000	14%
TV Network	$2,575,600	11%	($253,000)	NM
*Adjusted TV Network**	*$2,575,600*	*11%*	*($63,000)*	*NM*
Owned TV's	$436,000	5%	$166,200	6%
Total Broadcast	$3,261,200	10%	($49,800)	NM
NBC				
TV Network	$2,638,000	-5%	$249,000	-32%
Owned TV's	$598,000	-1%	$257,000	-5%
Cable	—	—	($29,000)	NM
Total Broadcast	$3,236,000	-5%	$477,000	-21%

Footnotes

These estimates were compiled from a variety of sources, including industry officials and analysts. Television network revenue is net of agency commission and may include international, home video, color-insertion and other revenue. Owned TV station revenue does not include network compensation. *Adjusted TV network profit for CBS excludes $190 million "reserve" taken against estimated future losses from baseball telecasts. In 1989 the CBS TV network had an estimated operating profit of $103.5 million. In 1989 NBC had an estimated $35 million loss from cable operations, in which it is a partner, and so, does not include revenue. Profits for the NBC TV stations were not affected by the sale last December of WKYC-TV Cleveland. ABC radio comparisons were affected by the August 1989 purchase of Satellite Music Network, while those of CBS were helped by the March 1989 purchase of two radio stations. Prior purchases of both ABC and NBC required bookkeeping which distorted actual earnings, particularly for television networks. ABC network profits in 1989 benefitted by $90 million, compared to roughly $8 million in the current year from such "purchase price accounting." (NM: not meaningful.)

DOWN YEAR IN PROFITS FOR THE BIG THREE

Among them, the Big Three network companies grossed $10,780,800,000 in 1990, but managed to bring only $1,257,700,000 (roughly 12%) to the bottom line. It was Capcities/ABC's year to win the race in revenues and in profits, CBS's turn to be second in revenues but last in profits (finishing in the red), while NBC ranked third in revenues but second in profits.

Those are the highlights of BROADCASTING's exclusive analysis of network revenues. They show that despite high anxiety about the broadcasting industry, the vital signs of its three largest players indicate a business still intact.

In 1990, the overall profit margins for the broadcasting segments of Capital Cities/ABC, CBS and NBC matched the past decade's average margin of 12%, but that stability masks a divergence between the healthier and now larger TV station groups and the struggling TV network operations. Profits for the latter fell by roughly a third to a total $430 million, despite revenue that was 3% higher. Even adding in the profits that Fox might be showing, the television network business was weaker.

Among the ABC, CBS and NBC television networks, there was a near photo-finish for market share. That narrowing revenue gap mirrors viewer choices in prime time, but, in fact, the leveling of shares has less to do with prime time than with changes in sports such as the more than $100 million in baseball revenue CBS gained from the other two networks.

But buying revenue through big-ticket events, at least in 1990, was memorable more for its weighty costs and, after the first eight months, its failure to attract commensurate ad revenue.

The last third of 1990 saw other dayparts besides sports deteriorate, and so it is not surprising two networks saw sharp profit drops. Revenue short-fall at CBS and higher promotion and other costs led to a profit decline, even absent baseball, of roughly $70 million.

An even larger disaster could have occurred were it not for the roughly half of network revenue which, as always, is set in the prior year's "upfront" market. Thus, much of 1990 pricing was decided at the end of the 1988-1989 season, when the three-network prime time viewing share was 67%, and Fox played a much smaller role.

The current year's results will also be sheltered to a certain extent, although three-network profits are expected by securities analysts such as Jay Nelson of Brown Brothers Harriman to drop about another $200 million. –GF

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/22	ABC 8.7 / 14			MACGYVER (48) [9.8 / 16] 9.3 / 16	10.3 / 17	ABC MONDAY NIGHT MOVIE—ADDICTED TO HIS LOVE (66) [8.1 / 13] 7.6 / 12	7.8 / 12	8.5 / 14	8.7 / 16
	CBS 13.1 / 22			EVENING (42) SHADE 11.1 / 19	MAJOR (33) DAD 12.5 / 20	MURPHY (20) BROWN 14.7 / 23	DESIGNING (17) WMN. 14.9 / 23	NORTHERN EXPOSE (31) [12.8 / 22] 13.0 / 21	12.5 / 22
	NBC 10.8 / 18			FRESH (37) PRINCE11.5 / 20	BLOSSOM (48) 9.8 / 16	NBC MONDAY NIGHT MOVIE—THE VERY FIRST TIME (43) [10.8 / 18] 10.3 / 16	10.7 / 17	11.2 / 19	11.0 / 20
	FOX 6.7 / 11			FOX NIGHT AT THE MOVIE—HI HONEY I'M DEAD (74) [6.7 / 11] 5.9 / 10	6.7 / 11	7.1 / 11	7.1 / 11		
TUESDAY 4/23	ABC 11.6 / 20			WHO'S THE (38) BOSS 11.4 / 20	BABY (33) TALK 12.5 / 21	ROSEANNE (6) 16.2 / 26	STAT (26) 13.3 / 21	THIRTYSOMETHING (67) [8.0 / 15] 8.1 / 14	7.8 / 15
	CBS 10.5 / 18			RESCUE 911 (30) [12.9 / 22] 12.2 / 21	13.7 / 23	CBS TUESDAY NIGHT MOVIE —I SAW WHAT YOU DID (56) [9.3 / 16] 9.2 / 15	9.2 / 15	9.6 / 17	9.4 / 18
	NBC 11.9 / 20			MATLOCK (38) [11.4 / 22] 11.1 / 19	11.6 / 19	HEAT OF THE NIGHT (29)[13.0 / 21] 12.4 / 20	13.6 / 22	SHANNON'S DEAL (41) [11.3 / 21] 11.6 / 20	11.1 / 21
WEDNESDAY 4/24	ABC 11.5 / 20			WONDER (32) YEARS 12.7 / 23	GROWING (25) PAINS 13.4 / 23	DOOGIE (15) M.D. 15.2 / 25	MY LIFE & (45) TIMES * 10.6 / 17	GABRIEL'S FIRE (61) [8.6 / 15] 8.5 / 14	8.7 / 16
	CBS 8.8 / 15			MUTANT (77) TRTLS.[6.4 / 12]	PRIMETM. (76) PETS [6.5 / 11]	JAKE AND FAT MAN (47) [10.2 / 17] 9.7 / 16	10.7 / 17	48 HOURS (50) [9.7 / 17] 9.9 / 17	9.5 / 17
	NBC 15.8 / 27			UNSLVD. MYSTERIES (7) [15.9 / 28] 14.9 / 27	17.0 / 29	26TH ANNUAL COUNTRY MUSIC AWARDS (10) [15.6 / 27] 14.1 / 23	15.7 / 25	16.8 / 28	16.1 / 29
THURSDAY 4/25	ABC 9.0 / 15			FATHER DOWLING (56) [9.3 / 16] MYS. 8.7 / 15	9.9 / 17	CRIMES OF CEN. III (63) [8.3 / 13] 8.0 / 13	8.6 / 14	PRIMETIME LIVE (55) [9.4 / 16] 9.3 / 15	9.4 / 16
	CBS 9.8 / 17			TOP COPS (62) [8.5 / 15] 8.0 / 14	9.1 / 15	ANTAGONISTS (68) [7.9 / 13] 7.5 / 12	8.2 / 13	KNOTS LANDING (28) [13.1 / 22] 13.0 / 21	13.3 / 23
	NBC 16.3 / 27			COSBY (21) 14.5 / 25	DIFFERENT (13) WORLD 15.3 / 26	CHEERS (2) 19.3 / 31	SEINFELD (17) 14.9 / 24	L.A. LAW (4) [17.8 / 28] 16.6 / 27	17.4 / 30
	FOX 7.7 / 13			SIMPSONS (43) 10.8 / 19	BABES (81) 5.9 / 10	BEVERLY HILLS, 90210 (73) [7.1 / 11] 6.7 / 11	7.5 / 12		
FRIDAY 4/26	ABC 14.9 / 27			FULL (21) HOUSE 14.8 / 28	DINOSAURS*(7) 15.9 / 29	FAMILY (10) MAT. 15.6 / 27	PERFECT (23) STRAN. 13.6 / 24	20/20 (19) [14.8 / 28] 15.3 / 28	14.3 / 27
	CBS 10.1 / 18			RESCUE 911 SP. (51) [9.6 / 18] 8.5 / 16	10.6 / 19	DALLAS (36) [11.8 / 21] 11.5 / 20	12.2 / 21	TRUE DETECTIVES (59) [8.8 / 16] 8.6 / 16	9.1 / 17
	NBC 7.7 / 14			NBC NEWS—LOST (59) [8.8 / 16] YOUTH 8.6 / 17	9.0 / 16	HUNTER (70) [7.7 / 13] 7.6 / 13	7.7 / 13	MIDNIGHT CALLER (74) [6.7 / 12] 6.6 / 12	6.8 / 13
	FOX 2.9 / 5			AMR'S MOST WANTED (88) [3.6 / 7] 3.6 / 7	3.6 / 6	DEA: SP TASK FORCE (90) [2.2 / 4] 2.1 / 4	2.2 / 4		
SATURDAY 4/27	ABC 11.1 / 21			ABC SATURDAY NIGHT MOVIE—CROCODILE DUNDEE (35) [11.9 / 23] 9.8 / 21	12.7 / 25	13.1 / 24	12.2 / 22	COUNTRY MUSIC (53) [9.5 / 18] CELEB. 9.0 / 17	9.9 / 19
	CBS 7.5 / 14			FLASH (80) [6.0 / 12] 5.8 / 12	6.2 / 12	CBS SATURDAY NIGHT MOVIE—BEETLEJUICE (63) [8.3 / 13] 6.3 / 12	7.4 / 13	9.9 / 18	9.9 / 19
	NBC 12.3 / 24			AMEN (56) 9.3 / 20	DOWN (51) HOME 9.6 / 19	GOLDEN GIRLS (16) [15.1 / 27] 14.5 / 27	15.6 / 28	EMPTY (24) NEST 13.5 / 25	CAROL & (38) COM. [11.4 / 22]
	FOX 4.4 / 8			TOTALLY (86) H. VD. 3.7 / 8	YEAR- (89) BOOK 3.0 / 6	COPS (84) 5.0 / 9	COPS 2 (82) 5.8 / 10		
SUNDAY 4/28	ABC 12.5 / 21	LIFE GOES ON (68) [7.9 / 15] 7.3 / 14	8.6 / 16	AMR. FUN (9) VIDEO 15.8 / 26	AMR. FUN. (12) PPLE. 15.2 / 24	ABC SUNDAY NIGHT MOVIE—RAMBO III (27) [13.2 / 21] 11.3 / 17	13.0 / 20	14.2 / 22	14.3 / 23
	CBS 16.2 / 27	60 MINUTES (3) [17.1 / 32] 15.9 / 32	18.2 / 33	MURDER SHE WRT. (4) [17.0 / 28] 16.3 / 27	17.8 / 28	CBS SUNDAY MOVIE—HALLMARK SHADOW OF A DOUBT (13) [15.3 / 24] 15.7 / 24	15.1 / 23	15.2 / 24	15.1 / 25
	NBC 13.5 / 22	SUPER BLOOPS. (78) [6.3 / 12] 6.0 / 12	6.7 / 12	EXPOSE (78) 6.3 / 10	REAL LIFE (72) J.P. 7.6 / 12	NBC SUNDAY NIGHT MOVIE—SWITCHED AT BIRTH (1) [20.4 / 32] 18.7 / 29	20.6 / 31	21.1 / 33	21.3 / 35
	FOX 6.7 / 11	TRUE CLR (85) 4.9 / 10	P. LEWIS (83) 5.6 / 10	IN LIVING (53) COLOR 9.5 / 16	GET A LIFE (65) 8.2 / 13	MRD. WITH (45) CHILD. 10.6 / 16	TOP OF (20) HEAP 7.7 / 12	SUNDAY COMICS * (86) [3.7 / 6] 4.0 / 6	3.4 / 6

WEEKLY PRIME TIME AVERAGE	ABC 11.4 / 20	CBS 11.1 / 19	NBC 12.7 / 22	FOX 5.9 / 10
SEASON PRIME TIME AVERAGE	ABC 12.4 / 21	CBS 12.2 / 20	NBC 12.6 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (89)—RANKING [89]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

CHANGING HANDS

WPTF(AM) Raleigh, N.C. □ Sold by Durham Life Broadcasting Inc. to First State Communications Inc. for $5 million. **Seller** is headed by George Womble, and is licensee of WQDR(FM) Raleigh, WMXF-AM-FM Laurinburg and WPTF-TV Durham, all North Carolina (all also being sold). **Buyer** is headed by Donald W. Curtis (7.14%) and J.C.D. Bailey (14.29%). Bailey owns 60,100 shares (.71%) of Durham Corp., which owns 100% stock of assignor Durham Life Broadcasting. Bailey is also president and 100% stockholder of Bailey Financial Group Inc., which owns 51,100 shares (.61%) of Durham Corp. Curtis has interests in Great American Media Inc., licensee of WTAB(AM)-WYNA(FM) Tabor City, WCPS(AM) Tarboro, WGBR(AM)-WKTC(FM) Goldsboro and WBBB(AM)-WPCM(FM) Burlington, all North Carolina. WPTF is full-timer with diverse format on 680 khz with 50 kw.

WAIT-AM-FM Crystal Lake, Ill. □ Sold by Crystal Lake Radio Ltd. to Pride Communications Ltd. for $2.2 million. Price includes $1.7 million cash at closing (of which $500,000 is for noncompete covenant) and $500,000 interest-bearing note payable. **Seller** is headed by Gerald T. Vento and has no other broadcast interests. **Buyer** is headed by Jim Hooker (24%), Don Johnston (16%), Art McLean (8%) and Don Brinkman (8%). Hooker is broadcast consultant. WAIT(AM) has oldies format on 850 khz; 2.5 kw-D; WAIT-FM has contemporary hit format on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

KCVR(AM)-KWIN(FM) Lodi, Calif. □ Sold by Robert J. Maccini to Michael Murphy for $675,000. Price includes $650,000 cash and $25,000 note payable. **Seller** is receiver for Turnbeaugh Communications Ltd., debtor-in-possession, headed by John Crowely, and has no other broadcast interests. **Buyer**, Murphy, is former general manager of WLIT-FM Chicago. KCVR has Spanish format on 1570 khz with 5 kw day, 34 w night. KWIN has adult rock format on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Media Services Group Inc.*

KQRO-AM-FM Cuero, Tex. □ Sold by Cuero Broadcasting Inc. to William Matchak for $330,000. Price includes $75,000 cash at closing, $140,000 assumption of seller's liabilities and $115,000 10-year note payable at 10%. **Seller** is headed by Paul Dudeck and Mary Dudeck, husband and wife, and has no other broadcast interests. **Buyer** is headed by William Matchak (33%) and Kyong Ja Matchak (34%), husband and wife, and Chun Sim Chong (33%). William Matchak is former national program director at group owner Beasley Broadcasting. KQRO(AM) has country format on 1600 khz with 500 w day. KQRO-FM has country format on 97.7 mhz with 3 kw and antenna 297 feet above average terrain.

WEEB(AM) Southern Pines, N.C. □ Sold by Richardson Broadcasting Group to Pinehurst Broadcasting Corp. for $275,000. Price includes $275,000 cash at closing and $5,000 earnest money deposit. **Seller** is headed by Lawrence E. Richardson, and has application for new FM at Southern Pines, N.C. **Buyer** is headed by Dane F. Adams and has no other broadcast interests. WEEB is clear channel with adult contemporary format on 990 khz with 10 kw day and 26 w night.

For other proposed and approved sales see "For the Record," page 54.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$5,452,000** □ **5**

FM's □ **$487,500** □ **6**

AM-FM's □ **$3,435,000** □ **4**

TV's □ **$0** □ **0**

Total □ **$9,374,500** □ **15**

Year to Date:

AM's □ **$20,264,497** □ **79**

FM's □ **$71,708,034** □ **86**

AM-FM's □ **$116,004,054** □ **70**

TV's □ **$209,394,000** □ **31**

Total □ **$417,370,585** □ **266**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KCIT ACQUISITION COMPANY

has acquired

KCIT-TV

Amarillo, Texas

from

RALPH C. WILSON INDUSTRIES, INC

The undersigned acted as broker in this transaction and assisted in the negotiations.

Kalil & Co., Inc.

3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

■ **Novi, MI** WOVI(FM) 89.5 mhz—April 11 application (BPED900221MB) granted for CP to change ERP: .1 kw H&V; change class: A.

■ **Duluth, MN** KDNW(FM) 90.5 mhz—April 12 application (BMPED891113IA) granted for mod. of CP (BPED880308IA) to change ERP: 1.29 kw H&V; ant.: 245 m. ; class: C3.

■ **Lexington, MS** WAGR(FM) 102.5 mhz—April 12 application (BPH901214IJ) granted for CP to change ERP: 12.5 kw H&V; change ant.: 140 m.; and to change class: C3.

■ **Ava, MO** KKOZ-FM '05.9 mhz—April 11 application (BLH900518KI) granted for mod. of license to increase ERP: 4 kw H&V (pursuant to docket #88-375).

■ **Jefferson City, MO** KTXY(FM) 106.9 mhz—April 13 application (BMPH900727IC) granted for mod. of CP (BPH870220IC as mod.) to change antenna supporting-structure height.

■ **Lebanon, MO** KLWT-FM 92.1 mhz—April 22 application (BPH900122IG) granted for CP to change ERP: 50 kw H&V; change ant.: 117 m. ; freq: 107.9 mhz, and to change class: C2 (per docket #86-278).

■ **Las Vegas** KRBO(FM) 105.1 mhz—April 12 application (BMPH901214IF) granted for mod. of CP (BPH860519ML) to change TL: approximately 4.5 km WNW of intersection of SR 157 and US Hwy: 95, Las Vegas Township.

■ **Patchogue, NY** WALK-FM 97.5 mhz—April 22 application (BPH910129IB) granted for CP to change ERP: 39 kw H&V; change ant.: 169 m. ; TL: W End Tower Hill Ave.; Farmingville Community, Brookhaven Town; NY, make changes in DA.

■ **Ravena, NY** WRAV(FM) 94.5 mhz—April 9 application (BMPH891201IC) granted for mod. of CP (BPH870813MB) to change ERP: 1.79 kw H&V; ant.: 185 m. ; TL: 42 31 16N 73 55 39W, 10.4 km NW of Ravena, NY. Amended: 13191 to change ERP: 3 kw; ant.: 100 m; TL: to 3.62 km WSW of Mallory's Corners, 42 33 23N 73 52 05W.

■ **Schoharie, NY** WMYY(FM) 97.3 mhz—March 11 application (BMPH900807IC) granted for mod. of CP (BPH880106MG as mod.) to change ERP: .806 kw H&V.

■ **Beaverton, OR** KKCW(FM) 103.3 mhz—April 17 application (BPH901220IC) granted for CP to correct antenna coordinates.

■ **Oakridge, OR** KSDC(FM) 92.1 mhz—April 22 application (BPH900417IA) granted for mod. of CP (BPH860612MA as mod.) to change ERP: 3.1 kw H; ant.: -249 m. H.

■ **Middletown, PA** WMSS(FM) 91.1 mhz—April 8 application (BPED890110IB) granted for CP to change ERP: 1.35 kw H&V; change ant.: -21 m.

■ **Columbia, SC** WAAS(FM) 93.5 mhz—April 8 application (BPH890209IC) granted for CP to change ant.: 135 m.; change TL: 1201 Main St., Columbia, SC.

■ **Columbia, SC** WAAS(FM) 93.5 mhz—April 8 informal objection is hereby dismissed.

■ **Gatlinburg, TN** WDLY(FM) 105.5 mhz—April 12 application (BPH910311IB) granted for CP to change ERP: .654 kw H&V; change ant.: 294 m.

■ **Loudon, TN** WJDG(FM) 105.3 mhz—April 12 application (BMPH901214IA) granted for mod. of CP (BPH880527MK as mod.) to change ERP: 6 kw H&V.

■ **Oliver Springs, TN** WXVO(FM) 98.7 mhz—April 22 application (BMPH900830IB) granted for mod. of CP (BPH870105MC) to make changes in antenna supporting structure height.

■ **Arlington, TX** KHYI(FM) 94.9 mhz—April 17 application (BMPH910205IB) granted for mod. of CP (BPH900801IA as mod.) to change ant.: 460 m. ; TL: 1455 W Beltline Rd., Cedar Hill, TX.

■ **Kilgore, TX** KTPB(FM) 88.7 mhz—April 17 application (BMPED910408IA) granted for mod. of CP (BPED890109MA) to make changes in antenna supporting-structure height.

■ **Marshall, TX** KMHT(FM) 1450 khz—April 18 application (BP910205AE) granted for CP to make changes in antenna system.

■ **Danville, VT** WSHX(FM) 95.7 mhz—March 15 CP is hereby forfeited and call sign deleted.

■ **Louisa, VA** WLSA(FM) 105.5 mhz—April 16 application for mod. of license to increase ERP: 3.3 kw H&V (per docket #88-375).

■ **Orange, VA** WJMA-FM 96.7 mhz—April 3 application (BMLH891213KE) granted for mod. of license (BLH880509KA) to increase ERP: 3.1 kw H&V (pursuant to docket #88-375).

■ **Goldendale, WA** (no call letters) 102.3 mhz—April 10 application (BMPH901214IC) granted for mod. of CP (BPH890713MG) to change ERP: 1.8 kw H&V; ant . 175 m.; TL: 3 km S E of Goldendale, WA on Lorena Butte.

■ **Walla Walla, WA** KHSS(FM) 100.9 mhz—April 16 application (BPH880726MN) granted for CP to change freq: 100.7 mhz change ERP: 22.5 kw H&V; ant.: 220 m. TL: 2.7 km N of Waterman, OR change to class C2 (per docket #87-1450).

■ **Elkins, WV** WELK(FM) 95.3 mhz—April 18 application (BPH900726IB) granted for CP to change freq: 94.7 mhz; change ERP: 5 kw H&V; ant.: 222 m.; TL: on Kelly Mtn., 0.5 km S of U.S. Rte. 33, 4 km ESE of Elkins, Randolph Co., WV; class: B1 (per docket #89-283).

■ **Fairmont, WV** WRLF(FM) 94.3 mhz—April 22 application (BPH900510IA) granted for CP to change ERP: 3.63 kw H&V; change ant.: 75.5 m. ; TL: 450 Leonard Ave., Fairmont, WV.

■ **Black River Falls, WI** WWIS-FM 99.7 mhz—April 15 application (BMPH901228ID) granted for mod. of CP (BPH880216MN as mod.) to change ERP: 25 kw H&V; change to class C3 (per docket #89-218).

■ **Kewaunee, WI** WAUN(FM) 92.7 mhz—April 12 application (BPH901206IB) granted for CP to change ERP: 6 kw H&V; change ant.: 89.3 m.; other: change to DA.

■ **Richland Center, WI** WRCO-FM 100.9 mhz—April 16 application (BMLH891218KF) granted for mod. of license to increase ERP: 6000 kw H&V (pursuant to docket #88-375).

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.